

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Case No. 03-380)**

In re Application of:	)	
	)	
Scott A. Rosenberg et al.	)	
	)	Group Art Unit: 2673
Serial No.: 09/978,144	)	
	)	Examiner: Jeffrey D. Carlson
Filed: October 15, 2001	)	
	)	Confirmation No.: 4095
For: Method and System for	)	
Dynamic Ad Placement	)	

**Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450**

**INFORMATION DISCLOSURE STATEMENT**

Dear Sir:

Pursuant to the duty of disclosure provided by 37 C.F.R. § 1.56 and §§ 1.97-98, Applicant wishes to make of record in the above-identified application the references listed on the PTO/SB/08a and PTO/SB/08b forms submitted herewith. Applicant requests that these references be given careful consideration and that they be cited of record in the prosecution history of the present application so that they will appear on the face of the patent issuing from the present application. Pursuant to the Office's waiver of 37 C.F.R. § 1.98 (a)(2)(ii), copies of the U.S. patent documents are not enclosed.

Portions of the references may be material to the examination of the pending claims, however no such admission is intended. The references have not been reviewed in sufficient detail to make any other representation and, in particular, no representation is intended as to the

relative importance of any portion of the references. This Statement is not a representation that the cited references have effective dates early enough to be "prior art" within the meaning of 35 U.S.C. §§ 102-103, nor is this submission to be construed as a representation that a search has been made.

This Statement and accompanying Information Disclosure Statement forms are being submitted before the mailing of a first Office Action on the merits. Thus, Applicant believes that no fee is due. However, should any fee(s) be required under 37 C.F.R. §§ 1.16-1.21, the Patent Office is hereby authorized to charge such fee(s) to Deposit Account No. 13-2490.

Respectfully submitted,

**McDonnell, Boehnen,  
Hulbert, and Berghoff LLP**

Dated: March 2, 2007

By: David L. Ciesielski  
David L. Ciesielski  
Registration No. 57,432

Substitute for form 1449A/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

(Use as many sheets as necessary)

**Complete if Known**

Application Number	09/978,144
Filing Date	October 15, 2001
First Named Inventor	Scott A. Rosenberg
Art Unit	2673
Examiner Name	Jeffrey D. Carlson
Attorney Docket Number	03-380

Sheet 1 of 2

**U. S. PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
	1	us- 5,610,653	03-11-1997	Abecassis, Max	
	2	us- 5,826,168	10-20-1998	Inoue et al.	
	3	us- 5,781,228	07-14-1998	Sposato, Jonathon N.	
	4	us- 5,740,549	04-14-1998	Reilly et al.	
	5	us- 5,959,621	09-28-1999	Nawaz et al.	
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**FOREIGN PATENT DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> "Number" <sup>4</sup> "Kind Code" <sup>5</sup> (if known)				
	6	WO 98/59493	12-30-1998	Ellenby et al.		
	7	WO 98/51076	11-12-1998	Daniels, John J.		
	8	EP 0 693 215 B1	11-25-1998	Iggulden, et al.		

Examiner  
SignatureDate  
Considered

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST 3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

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First Named Inventor	Scott A. Rosenberg
Art Unit	2673
Examiner Name	Jeffrey D. Carlson
Attorney Docket Number	03-380

Sheet

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**NON PATENT LITERATURE DOCUMENTS**

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
	9	CNN.com [online], retrieved from the World Wide Web at URL: <a href="http://www.cnn.com/">http://www.cnn.com/</a> on December 6, 2001.	

Examiner  
SignatureDate  
Considered

\* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional) <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached. This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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